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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY-DOCKET NO.	CONFIRMATION NO.
09/826,121	04/04/2001	Andy Ming Lee	075.0001	2317
7590	01/27/2005		EXAMINER	
JOYCE LEE, ESQ. ALORICA INC. 14726 RAMONA AVENUE 3rd FLOOR CNINO., CA 91791			CORRIELUS, JEAN M	
			ART UNIT	PAPER NUMBER
			2162	

DATE MAILED: 01/27/2005

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary	Application No.	Applicant(s)
	09/826,121	LEE ET AL.
	Examiner	Art Unit
	Jean M Corrielus	2172

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) Responsive to communication(s) filed on 09/17/04.
- 2a) This action is FINAL. 2b) This action is non-final.
- 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) Claim(s) 1-4,7-9,11-18,21-23,25-32,35-37 and 39-42 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) Claim(s) _____ is/are allowed.
- 6) Claim(s) 1-4,7-9,11-18,21-23,25-32,35-37 and 39-42 is/are rejected.
- 7) Claim(s) _____ is/are objected to.
- 8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) The specification is objected to by the Examiner.
- 10) The drawing(s) filed on _____ is/are: a) accepted or b) objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) All b) Some * c) None of:
 1. Certified copies of the priority documents have been received.
 2. Certified copies of the priority documents have been received in Application No. _____.
 3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)	4) <input type="checkbox"/> Interview Summary (PTO-413)
2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)	Paper No(s)/Mail Date. _____
3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08) Paper No(s)/Mail Date _____.	5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152)
	6) <input type="checkbox"/> Other: _____.

'DETAILED ACTION

1. This is office action is in response the amendment filed on September 17, 2004, in which claims 1-4, 7-9, 11-18, 21-23, 25-32, 35-37 and 39-42 are presented for further examination.

Response to Arguments

2. Applicant's arguments with respect to claims 1-4, 7-9, 11-18, 21-23, 25-32, 35-37 and 39-42 have been considered but are moot in view of the new ground(s) of rejection.

Claim Rejections - 35 USC § 103

3. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

4. This application currently names joint inventors. In considering patentability of the claims under 35 U.S.C. 103(a), the examiner presumes that the subject matter of the various claims was commonly owned at the time any inventions covered therein were made absent any evidence to the contrary. Applicant is advised of the obligation under 37 CFR 1.56 to point out the inventor and invention dates of each claim that was not commonly owned at the time a later invention was made in order for the examiner to consider the applicability of 35 U.S.C. 103(c) and potential 35 U.S.C. 102(e), (f) or (g) prior art under 35 U.S.C. 103(a).

5. Claims 1-4, 7-9, 15-18, 21-23, 29-32 and 35-37 are rejected under 35 U.S.C. 103(a) as being unpatentable over Siegel et al (hereinafter “Siegel”) US Patent Application Publication no. 200/0077923, Takae et al., (hereinafter “Takae”) US Patent Application Publication no. 2002/0040325 and Kirkpatrick et al., (hereinafter “Kirkpatrick”) US Patent Application Publication no. 2001/0042022.

As to claim 1, Siegel discloses the claimed “generating a customer database including customer records, wherein each customer record tracks a customer” as a customer database (item 260 of fig.2) used in a transaction process for storing customer information, wherein said information in the customer database allows the merchant web server (item 130 of fig.1) to properly track the customer’s interest (paragraph [0033]); “generating a product database including product records, wherein each product record tracks a customer” as a product database (item 255 of fig.2) used in a transaction process for storing product information, wherein said information in the product database allows the processor (item 205 of fig.2) to determine if any upgrades or product enhancements are available (paragraph [0034]); “creating a plurality of modules for use in the multi-functional customer relationship management tool, wherein each module allows specific access and manipulation of the customer and product database” as a database software that uses to manage the customer and product database, wherein the oracle software used includes a plurality of modules which is used to establish and maintain relationship with the retailer’s customers (paragraph [0024]). However, Siegel does not explicitly the use of “receiving a contact from a customer through a telephone call or by an email” “accessing at least one of the plurality of modules in the multi-functional customer relationship management tool to allow a client representative to review previous customer contact, product information and servicing

information associated with the customer”; and “allowing the client representative to update the customer database from information received from the customer to add or modify a specific customer record logging the customer contact and recording any new product or warranty purchase information service request, return merchandise request or complaint using one of the plurality of modules”.

Takae, on the other hand, discloses an analogous system that teaches the claimed “receiving a contact from a customer through a telephone call or by an email” when the customer requests a repair of the product the customer purchased make a phone call to the service center(paragraph [0004]) “accessing at least one of the plurality of modules in the multi-functional customer relationship management tool to allow a client representative to review previous customer contact, product information and servicing information associated with the customer” by searching the product information from the product DB 51 (paragraph [0072], [0087], [0105]); and “allowing the client representative to update the customer database from information received from the customer to add or modify a specific customer record logging the customer contact and recording any new product or warranty purchase information service request, return merchandise request or complaint using one of the plurality of modules” allowing the service center 100 to update customer information related to the collected product from the customer information database ([paragraphs [0099];[0111]-[[0112]]].

It would have been obvious to one having ordinary skill in the art at the time the invention was made to modify Siegel’s system, wherein the data storage device, provided therein (see Siegel’s fig.2, item 250) would incorporated the use of receiving a contact from a customer through a telephone call and updating customer database from information received from the customer to

add or modify a specific customer record, in the conventional manner as taught by Takae. One having ordinary skill in the art at the time the invention was made would have found it motivated to do such a modification because that would provide user the enhanced capability of requesting a desired process by simply selecting one of the selective request items.

Neither Siegel nor Takae discloses a means for allowing a second client representative located at a different site from the first client representative to access the multi-functional customer relationship tool over the internet to further update record using at least one of the plurality of modules to update inventory information of a product at a warehouse location.

Kirkpatrick discloses an analogous system that aggregates product registration data for determining the purchasing behavior of the consumer. In addition, Kirkpatrick discloses the claimed "means for allowing a second client representative located at a different site from the first client representative to access the multi-functional customer relationship tool over the internet to further update record using at least one of the plurality of modules to update inventory information of a product at a warehouse location" providing consumers at the third party a management tool access customer product database by allowing them to monitor product database, such management tool allows consumers to inventory the database product at the service center {paragraph [0041], [0042], [0043]}. Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to combine the teachings of the cited references, wherein the storage device provided therein (see Siegel's item 250) would incorporate a means for allowing a second client representative located at a different site from the first client representative to access the multi-functional customer relationship tool over the internet to further update record using at least one of the plurality of modules to update inventory

information of a product at a warehouse location, since the databases disclosed by Siegel are housed in separate location. One having ordinary skill in the art at the time the invention was made to utilize such a combination for the purpose of control product information, thereby providing adequate care to customer needs.

As to claim 2, Siegel, Takae and Kirkpatrick disclose substantially the invention as claimed. In addition, Takae discloses the claimed "wherein the plurality of modules available to the client representative include at least four of a set of modules comprising a customer interaction module [0167], a warranty administration module [0014], an e-mail module [0057], an inventory management module [0067]. Therefore, it would have been obvious to one of ordinary skill in the art of data processing, at the time the present invention was made to combine the teachings of the cited references. One of ordinary skill in the art at the time of the invention would have been motivated to do such a combination because that would provide Siegel's system the enhanced capability of maintaining warranty records with all warranty records displayed on a personalized home page, thereby maintaining a supply of products in inventory database sufficient to meet the demand for such products.

As to claim 3, Siegel, Takae and Kirkpatrick disclose substantially the invention as claimed. In addition, Takae discloses the claimed "transmitting over the network an input page in which the client representative enters data to update the customer database" [0015], [0192]. Therefore, it would have been obvious to one of ordinary skill in the art of data processing, at the time the present invention was made to combine the teachings of the cited references. One of ordinary

skill in the art at the time of the invention would have been motivated to do such a combination because that would provide Siegel's system the enhanced capability of maintaining warranty records with all warranty records displayed on a personalized home page, thereby maintaining a supply of products in inventory database sufficient to meet the demand for such products.

As to claim 4, Siegel, Takae and Kirkpatrick disclose substantially the invention as claimed. In addition, Takae discloses the claimed "transmitting over the network an input page in which the client representative enters search information to request customer record formation from the customer database" [0157]-[0195]; "receiving the input page transmitted by the client representative including a request for customer record information" [0157]-[0195]; "generating an information page including customer record information for the customer record specified in the received input page" [0157]-[0195]; and "transmitting the information page to the requesting client representative over the network" [0157]-[0195]. Therefore, it would have been obvious to one of ordinary skill in the art of data processing, at the time the present invention was made to combine the teachings of the cited references. One of ordinary skill in the art at the time of the invention would have been motivated to do such a combination because that would provide Siegel's system the enhanced capability of maintaining warranty records with all warranty records displayed on a personalized home page, thereby maintaining a supply of products in inventory database sufficient to meet the demand for such products.

As to claim 7, Takae discloses the claimed "providing problem and solution codes to be selected by the client representative" ([0125]-[0139]); and "recording and additions or modifications in

either the customer or product record wherein the client representative has access to all customer contact information including prior purchase and prior contacts with the customer" ([0125]-[0139]).

As to claim 8, Siegel, Takae and Kirkpatrick disclose substantially the invention as claimed. In addition, Takae discloses the claimed "wherein the contact with the customers is by e-mail and e-mail and an E-mail module is used to respond back to the customer, wherein the E-mail module scans the E-mail for key words and categorizes the E-mail for appropriate response using predetermined problem and solution codes and E-mail templates are used to form a response back to the customer" ([0079]). Therefore, it would have been obvious to one of ordinary skill in the art of data processing, at the time the present invention was made to combine the teachings of the cited references. One of ordinary skill in the art at the time of the invention would have been motivated to do such a combination because that would provide Siegel's system the enhanced capability of maintaining warranty records with all warranty records displayed on a personalized home page, thereby maintaining a supply of products in inventory database sufficient to meet the demand for such products.

As to claim 9, Siegel, Takae and Kirkpatrick disclose substantially the invention as claimed. In addition, Siegel discloses the claimed “interlinking with a front end GUI to display the product image and information over the Internet” [0027].

As to claims 15-18, 21-23

Claims 15-18 and 21-23 are system for performing the method of claims 1-4, and 7-9 above. They are, therefore, rejected under the same rationale.

As to claims 29-32 and 35-37:

Claims 29-32 and 35-37 are program for managing customer and product information for executing the method of claims 1-4 and 7-9 above. They are, therefore, rejected under the same rationale.

6. Claims 11-14, 25-28 and 39-42 are rejected under 35 U.S.C. 103(a) as being unpatentable over Siegel et al (hereinafter “Siegel”), Takae et al., and Kirkpatrick et al as applied to claim 1-4, 7-9, 15-18, 21-23, 29-32 and 39-42 above and view further in view of Thomson et al., (hereinafter “Thomson”) US Patent Application Publication no. 2003/0061104.

As to claim 11, Siegel, Takae and Kirkpatrick substantially disclose the invention as claimed, except for the claimed “accessing a return merchandise management module”; and “producing a printable sheet with a bar code identifying a returned product using a commercial bar code font to code the bar code”.

On the other hand, Thomson discloses the claimed “accessing a return merchandise management module”([0020]-[0022]; [0027]-[0028]; [0053]-[[0059]; [0072]-[0088]; [0098]-[[0102]; [0121]-[0122]]); and “producing a printable sheet with a bar code identifying a returned product using a commercial bar code font to code the bar code”([0020]-[0022]; [0027]-[0028]; [0053]-[[0059]; [0072]-[0088]; [0098]-[[0102]; [0121]-[0122]]). Therefore, it would have been obvious to one of ordinary skill in the art of data processing, at the time the present invention was made to modify the combined system Siegel, Takae and Kirkpatrick, wherein the storage device provided therein (see Siegel’s item 250) would incorporate the use of “accessing a return merchandise management module; and producing a printable sheet with a bar code identifying a returned product using a commercial bar code font to code the bar code”. One of ordinary skill in the art at the time of the invention would have been motivated to do such a combination because that would provide Siegel’s system the enhanced capability of maintaining warranty records with all warranty records displayed on a personalized home page, thereby maintaining a supply of products in inventory database sufficient to meet the demand for such products.

As to claim 12, Siegel, Takae, Kirkpatrick and Thomson substantially disclose the invention as claimed. In addition, Thomson discloses the claimed “producing a printable sheet with information on the purchase of the product”([0020]-[0022]; [0027]-[0028]; [0053]-[[0059]; [0072]-[0088]; [0098]-[[0102]; [0121]-[0122]]). Therefore, it would have been obvious to one of ordinary skill in the art of data processing, at the time the present invention was made to modify the combined system Siegel, Takae and Kirkpatrick, wherein the storage device provided therein (see Siegel’s item 250) would incorporate the use of producing a printable sheet with information

on the purchase of the product. One of ordinary skill in the art at the time of the invention would have been motivated to do such a combination because that would provide Siegel's system the enhanced capability of maintaining warranty records with all warranty records displayed on a personalized home page, thereby maintaining a supply of products in inventory database sufficient to meet the demand for such products.

As to claim 13, Siegel, Takae, Kirkpatrick, and Thomson substantially disclose the invention as claimed. In addition, Thomson discloses the claimed "producing a report based on information from the customer and product records" ([0020]-[0022]; [0027]-[0028]; [0053]-[[0059]; [0072]-[0088]; [0098]-[[0102]; [0121]-[0122]). Therefore, it would have been obvious to one of ordinary skill in the art of data processing, at the time the present invention was made to modify the combined system Siegel, Takae and Kirkpatrick, wherein the storage device provided therein (see Siegel's item 250) would incorporate the use of producing a report based on information from the customer and product records. One of ordinary skill in the art at the time of the invention would have been motivated to do such a combination because that would provide Siegel's system the enhanced capability of maintaining warranty records with all warranty records displayed on a personalized home page, thereby maintaining a supply of products in inventory database sufficient to meet the demand for such products.

As to claim 14, Siegel, Takae, Kirkpatrick and Thomson substantially disclose the invention as claimed. In addition, Thomson discloses the claimed "interlinking a third party shipping software with the product database" ([0020]-[0022]; [0027]-[0028]; [0053]-[[0059]; [0072]-[0088];

[0098]-[[0102]; [0121]-[0122]); and “updating the product database from information receiving from the third party shipping software to add or modify a specific product record indicating shipping information about the product”([0020]-[0022]; [0027]-[0028]; [0053]-[[0059]; [0072]-[0088]; [0098]-[[0102]; [0121]-[0122]). Therefore, it would have been obvious to one of ordinary skill in the art of data processing, at the time the present invention was made to modify the combined system Siegel, Takae and Kirkpatrick, wherein the storage device provided therein (see Siegel’s item 250) would incorporate the use of updating the product database from information receiving from the third party shipping software to add or modify a specific product record indicating shipping information about the product. One of ordinary skill in the art at the time of the invention would have been motivated to do such a combination because that would provide Siegel’s system the enhanced capability of maintaining warranty records with all warranty records displayed on a personalized home page, thereby maintaining a supply of products in inventory database sufficient to meet the demand for such products.

As to claims 25-28:

Claims 25-28 are system for performing the method of claims 11-14 above. They are, therefore, rejected under the same rationale.

As to claims 39-42:

Claims 39-42 are program for managing customer and product information for executing the method of claims 11-14 above. They are, therefore, rejected under the same rationale.

Remark

(A). Applicants asserted that Siegel does not suggest the claimed subject matter of receiving a random non-automated contact from a customer through a telephone call or by an email; accessing at least one of the plurality of modules in the multi-functional customer relationship management tool to allow a client representative to review previous customer contact, product information and servicing information associated with the customer; allowing a second client representative located at a different site from the first client representative to access the multi-functional customer relationship tool over the internet to further update record using at least one of the plurality of modules to update inventory information of a product at a warehouse location. The examiner disagrees with the precedent assertion. Applicant's attention is directed to the rejection above.

Conclusion

7. Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event,

however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Jean M Corrielus whose telephone number is (571)272-4032. The examiner can normally be reached on 10 hours shift.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John Breene can be reached on (571)272-4107. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).



Jean M Corrielus
Primary Examiner
Art Unit 2162

January 24, 2005